Enrichment in Zardozi craft to generate employment for women

Synopsis

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Submitted by

Pooja Kumari

Under the supervision of

Dr. Madhulika Gautam
Associate Professor (Extension Education)
Department of Home Science
Faculty of arts

Department of Home Science, Faculty of Arts

Dayalbagh Educational Institute (Deemed University)

Dayalbagh, Agra 282005

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1.0 Introduction

Throughout history, the notion of women development was completely ignored, and women lives were miserable. As the situation has evolved, people attitudes have changed as a result of increased knowledge and understanding about their rights. In today scenario women issues are seen as social welfare issues. The status of women has also changed dramatically due to new policies designed to focus on women's empowerment. The approval of several programs aimed at raising awareness and even helping women make money is changing the situation in India. Concern for the needs of liberal women has historically coincided with an acceptance of their important role in development. Over the years, government has conducted several intervention programs for women development to meet their needs which ultimately reveal modifications not only in the social policy approach as well as overall economic policy of the country. The empowerment approach is the most recent and aims to empower women through greater self-reliance and inner strength as examined by Narang, (2012).

Moses, (2011) Jawaharlal Nehru stated that "you can tell the state of the nation by looking at the status of women," women empowerment is a major issue in about half part of our country. SHG help women to address social, economic and educational issues as well as improve their standard of living by increasing the degree of their empowerment. Access to economic resources, participation in economic and socio-political decision making, opportunities for self-improvement, capacity for skill development and impact on the general welfare of the family and community are all aspects of women's empowerment.

1.1 Women empowerment in India

Women's empowerment has long been seen as a key factor in defining their status. Women empowerment is a process of awareness and capacity building, leading to greater participation, decision making power, control and transformative action. The empowerment of women covers both an individual and collective transformation. It strengthens their innate ability through acquiring knowledge, power and experience. Women Empowerment through Self-Employment Loan Schemes of State Level Grant Agencies: Women Literacy, Micro Finance, Women Entrepreneurship, Self Help Groups, Self-Employment and other subjects. Some of them are viewed here to see if there are any data gaps. It should be highlighted that little attention has been paid to state-level financial agencies, especially those

focusing on self-employed women empowerment. The work of women will be improved and made aware through the present study. Skill development has needed to enhance the skills of the women **(Bivi. 2021)**. The entry of women into the profession is hindered by a male dominated society and women are unsafe in India. They are also less educated, financially unstable and not self-sufficient which limit their ability to face the dangers and uncertainties that come with running a business. There is need to make women more aware of various aspects of business through awareness campaigns, as women face many challenges, especially in the areas of economics, child care, home and work time. As a result, several women specific issues contribute to the slow and delayed growth of women entrepreneurs in India. Awareness campaigns and training for women can help improve this situation for women empowerment. **Kamali & Dangat, (2017)** The attitude towards women in a country can indicate the country's wealth. It should be highlighted that, over time women have been overlooked in the overall development of the economy, which was influenced by a variety of circumstances, including men's fear of losing their status. It's also worth noting that, whereas males chose entrepreneurship as a job and a way of life, women do it as a way of life. However, the situation has changed now that everyone understands that women's participation is equally crucial and that it is only achievable when women are given opportunities that can lead to the country general development.

1.2 Skill development

According to **Sharma, (2014)** Skill development is the most important part of the development of a nation. Capacity building and skill development, especially the ability to plan, make decisions, organize, manage and carry out activities to deal with people and institutions in the world around them. The country's median age will be substantially lower than China's and the countries of the Organisation for Economic Co-operation and Development (OECD). It indicates that India has the potential to be the world's biggest labour provider. However, India continues to still have time to fill jobs due to a scarcity of people with the necessary skills and knowledge. It also highlights the challenge the government has in connecting occupations to available capabilities. In terms of skill transfer, India is still lagging behind countries like China and Singapore. The study assists in examining the country's present skill gaps as well as locations where skilled labour is in short supply. All organizations, stakeholders, and students must work together to make this a successful training program. If India's skill development policies can

address the challenges as well as the larger audience and enhance the job situation in the country. India has a 'demographic dividend', and it should try to make it beneficial to the country. This will not only add value to the economy of the country but will also provide a competent workforce. In China Vocational training programs should be integrated from the school level. In skill-building and advancement, public private partnerships are of utmost importance. In India NSDC has made significant progress in improving the situation. Participation and greater control and decision-making power in the home, community, and society.

According to **Diwakar & Ahmed, (2015)** skill and knowledge are the two most important driving engines for the social and economic progress of every country. The availability of competent labour enhances the competitiveness, innovation and productivity of the economy. They concluded that rural women involved in craft and labour work would certainly benefit from vocational training provided through skill development efforts.

A waste of the demographic dividend that its young and rapidly growing population could provide. Take advantage of the growing population". As observed in the studies, skill development is a major factor in the development of women and the government has also been organizing skill empowerment programs from time to time to promote women which include self-help groups, apparel, and handicrafts training programs. According to **IBEF (2021)** The handicrafts industry is important to the Indian economy as it is one of the largest job creators and a major part of the country's exports. Handicraft exports are heavily influenced by state and regional groups. The Indian handicrafts sector is diverse, with over 7 million regional craftsmen and 67,000 exporters/export houses promoting regional arts and craftsmanship in the domestic and international markets. Indian handicrafts are exported to many geographies. The top ten destinations are the United States, United Kingdom, United Arab Emirates, Germany, France, Latin American Countries (LAC), Italy, Netherlands, Canada and Australia.

The handicrafts sector, spread across several districts in Uttar Pradesh, produces a variety of items, of which a significant amount is getting exported. Main items of handicrafts comprising metalware, zari and zari goods, zardozi, wood carving, chikankari, pottery, leathercraft, bangles, stone carving, carpets, and miscellaneous handicrafts produced in the state have great demand in international markets. More than 70 percent of exports of handicrafts from India come from three items viz. embroidered and

crocheted goods, metalware, and hand-printed textiles and scarves, in which U.P. has a major share in national production. There are several clusters of handicrafts in the U.P., each well known for specific categories of quality handicraft products. They have developed as major growth centres in the state, providing large-scale employment to the local people and contributing significantly to the export basket of India.

1.3 Present status of the handicraft sector

The Indian handicrafts sector is representative of the rich cultural heritage of the nation. India is known for its rich culture, which includes many art forms. The handicrafts industry has a history of many centuries. In earlier days, artisans were known across the world for their skill, craftsmanship, and handicrafts. The carvings of the temples testify to this. Handicrafts in India are not just an industry, but the craft is seen as a symbol of the inner desire, fulfillment, and culture of the community. The region uses traditional skills handed down from generation to generation as a family tradition. True to its name, the "handicrafts", (handmade crafts) industry uses traditional manual methods rather than advanced technology to make various items. It is an unorganized, decentralized, labor-intensive cottage industry. **(Yadav, 2012)**

1.4 Contribution of Handicraft Sector to Indian Economy

The handicraft sector plays an important role in the country's economy by its contribution to employment generation and foreign exchange earnings with relatively low capital investment and results in a high ratio of value addition. It is a highly labor-intensive, decentralized, and mostly cottage-based industry, spread all over the country in both rural and urban areas.

1.5 Zari and Zari Goods

According to Bhattacharyya S. Zardozi, Zar dauzi, or Zardozi is a sort of embroidery found in the Middle-east and India. The word Zardozi means gold weaving. Zardozi is an elaborate and equally hefty type of metallic embroidery. Usually, gold or a silver thread is employed in tandem with beads, pearls, and precious gems. Zardozi is versatile - it is used to adorn garments like salwar suits, lehenga's, and similar ethnic wear and accessories like bed sheets, wall hangings, clutches, and handbags. Today, Zardozi is popular in the Indian cities of Lucknow, Agra, and Bhopal.

Zardozi garments not only look grand but also weigh a lot. Depending on the design, each work generally takes about 10 days to complete." -Sameer

1.6 History and Origin of Zardozi

Bhattacharyya, (2017) Gold and silver embroidery has been a part of Indian culture since the Rigveda centuries before Christ. It began to flourish during the reign of the Mughal emperor Akbar. Somewhere later, amid heavy industrialization and loss of workmanship recognition, zardozi lost its value. But not for long, this golden embroidery found its way into the new world fashion only after independence. Zardozi initially used only pure gold or silver threads, making it a royal and luxurious embroidery. Later, craftsmen incorporated the use of copper wires dyed in golden and silver colours for the work. Historically apart from clothing, zardozi was a part of royal tents and flags, sheaths, and accessories of royal horses and elephants.

1.7 Indian subcontinent

Pathak, (2018) stated that gold embroidery in India has been present since the time of Rigveda, between 1500 and 1200 BCE. It prospered during the reign of the Mughal emperor Akbar during the 17th century but later declined due to loss of royal patronage and industrialization. The craft experienced a resurgence in popularity after India's independence in 1947. The Indian cities of Lucknow, Farrukhabad, Chennai, and Bhopal. In 2013, the Geographical Indication Registry (GIR) granted Geographical Indication (GI) registration to Lucknow Zardozi. With GI status, Zardozi artisans, distributors, and retailers in six districts around Lucknow and Barabanki, Unnao, Sitapur, Rae Bareli, Hardoi, and Amethi can become authorized users of "Lucknow Zardozi" brand and carry a unique mark of authenticity. Bhatia (2005) The work that was formerly only available to royal clients has now become a substantial source of revenue. It has reached the masses irrespective of age, gender and class. Hand skills have evolved over time. The availability of different types of raw materials has played an important role in producing the best work. Progressive technologies have contributed to changes in the production and marketing of zardozi crafts. In short, the globalization of trade has introduced for hundreds of years of royalty and temple handwork to the common man. Fashion designers' contributions (modern fashion) have elevated the prominence of the craft to a fashion trend that has now spread to fashion designers all over the world, making the industry very competitive and giving craftsmen a stable income. But there are still some

places where this art and the people who make it need help and proper resources so that they can adopt it as a proper way of earning to increase their livelihood.

1.8 Main Centre of Zardozi Embroidery in India

Zardozi embroidery work is mainly a specialty of Lucknow, Bhopal, Hyderabad, Delhi, Agra, Kashmir, Mumbai, Ajmer, and Chennai.

1.9 Method of Zardozi Embroidery

According to cultural India, the process of doing Zardozi embroidery starts with the craftsmen sitting cross-legged around the Addaa, the wooden framework, with their tools. The tools include curved hooks, needles, Salma pieces (gold wires), sitaaras (metal stars), round-sequins, glass & plastic beads, dabkaa (thread), and kasab (thread). The second step in the process is to trace out the design on the cloth, if possible, fabrics like silk, satin, velvet, etc. The fabric is then stretched over the wooden frame and the embroidery work begins. The needle is used to pull out each zardozi element and then, it is integrated into the basic design by pushing the needle into the fabric. The process of making zardozi motif according to 2022, Den & Beyond.

1. **Motif design**

Designs are first sketched on a tracing or butter paper by the artist often using traditional patterns in a creative way that later will be used to fill and outline different areas on the textile.

1. **Preparations**

A wide range of materials has to be collected and selected. Only the finest quality drapes will be used: velvets, brocades, and silks. Durable silver and golden threads, beads, spangles, pearls, and sometimes gemstones are all chosen carefully.

2. **Tracing**

The tracing paper is placed on top of the drape on a flat surface. The Zardozi (Zardozi Artisan) rubs a cloth dipped in dye on the paper to leave a washable mark on the drape so that the design gets traced on the surface.

3. **Setting the frame**

The marked drape is stretched tightly on an adjustable wooden, bamboo, or metal bar (adda). This ensures that the material stays in a fixed position, has a uniform tension, and can be worked on.

4. **Embroidery**

Aari needles are used by Artisans who sit around the frame with their box of coloured threads, sequins and sew the patterns required to create the appliqué. The awl enables the zardozi to pass the thread both above and below the fabric.

5. **Finishing moves**

Once the embroidery has been completed, the artisans cut any extra threads, remove the drape from the frame and then wash and iron it. The embroidery is ready to be sold or sent to the client.

1.11. Types of Zardozi Stitches

- Hand Embroidery
- Shisha Embroidery
- Zari Work
- Aari Work
- Dabka work
- Kundan Work
- Aari Tari Work
- Resham Work
- Gota Patti Work

❖ Hand Embroidery

Royal hand embroidery is the art of designing and embellishing fabric or a variety of other materials silk, including saw golden work using a needle to apply thread or wool. Hand embroidery stitches for flowers, embroidery roses, all hand embroidery stitches, hand embroidery stitches, royal embroidery stitches, easy hand embroidery stitches, back embroidery stitches, backstitch, hand embroidery stitches Flowers, Wool Embroidery Stitches, Straight Line Embroidery Designs, Hand Embroidery Patterns, All Hand Embroidery Stitches, Flowers Embroidery Design Pictures, Hand Embroidery Stitches YouTube, Hand Embroidery Flower Designs, Beautiful Hand Embroidery Designs, Simple Flower Embroidery

Designs, Flowers Embroidery Designs Pictures, Embroidery Stitches, Ways to Embroider Leaves, Satin Stitch Flowers, Flower Embroidery Designs, 10 Different Embroidery Leaf Stitch, Fly Stitch, Raised Fishbone Stitch, Chain Stitch Flower.

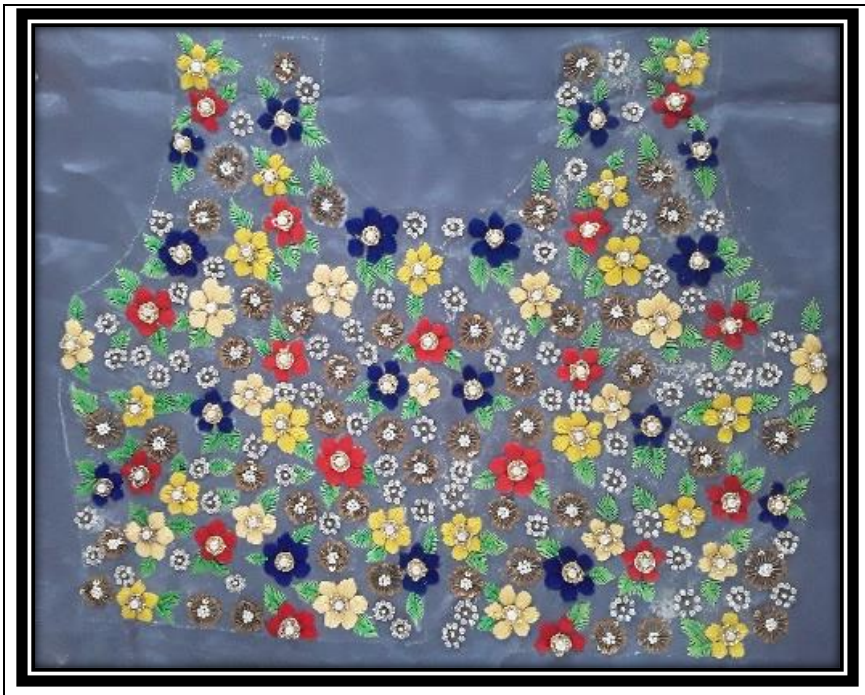

Fig.1.1 Hand embroidery

❖ **Sheesha embroidery**

Sheesha embroidery is a type of mirror-work hand embroidery stitch worked on fabric using various small pieces of mirror shine metal. Mirror embroidery spread throughout Asia, and today can be seen in the traditional embroidery of the Indian subcontinent, China, Afghanistan, and Indonesia.

Fig.1.2 Sheesha work
https://in.pinterest.com/pin/42573158955061811/

❖ **Zari Work**

Known as zari or zari embroidery, it is an intricate art of weaving and making threads designed from gold and silver. Originally made from silk, these strings are further designed on the fabrics used to create sophisticated patterns. The designs look so exquisite that apart from the financial value added to these threads, the overall look of the fabric becomes rich and beautiful.

Fig. 1.3 Zari work

❖ **Aari Work**

The work of the saw is a gold and silver type of thread and fibres known as kasab. On which embroidery (cloth) is done by sewing patterns with threads. Aari hand embroidery is known as karchob and adda work by the artisans. It is the ornamentation of fabric, including yarn, accessories, and rarely other beautifying elements. Aari work embroidery is the art of embellishing fabric or using various materials

Fig.1.4 Aari work source https://artsandculture.google.com/story/fgWBrx-kemIoKw

(mainly textiles) by thread and needle. Embroidery employment may also include the use of a variety of materials, such as metal strips, beads, beads, sequins, and quills. Aari embroidery is mainly made

using different types of zari threads and silk. Aari work embroidery is a very complex form of needlework and is faster than hand embroidery and is more luxurious, royal, rich, and durable.

❖ **Dabka**

Dabka is a thin and light wire material used for hand embroidery on cloth and many objects also known in a variety of metallic and silver colours. Dabka work is also used for sewing with thread on a variety of materials such as stone and cloth.

Fig. 5 Dabka work

❖ **Dabka Work Embroidery**

Dabka work embroidery is a method that is used to design intricate patterns that also include a coiled wire that resembles a flower. This delicate string, tightly tied to a fixed metal wire, is known as a dabka. It also gives its name to the technique after the wire is used in ornamentation. Dabka fancywork is said to have started in Farrukhabad, Uttar Pradesh and adjoining areas which are now abroad. After the printing is completed on the cloth, fancy work is done on the cloth. The dabka is tightly coiled, in such a system that it is empty from inside. To make jewellery, artisans make it into the required shape and sew it onto the fabric.

❖ **Kundan work**

Kundan work is known to be a beautiful embroidered decoration on clothes. Kundan embroidery is a combination of beautiful techniques of Kundan and Zardozi work which has created an elegant classic pattern. The primary method used is the one where after

Fig. 1.6 Kundan work

making hand embroidery of zardozi pearls and gems are inlaid on it using silver and gold thread or ribbon.

❖ **Resham Work**

Fig. 1.7 Resham work

Resham work A beautiful design is made by hand embroidery thread or silk is used to make intricate patterns. The best piece of this class of royal embroidery is displayed in its use for the creation of elegant as well as intricate patterns which can be in the style of floral designs, paisley designs, or even various florid patterns are one like design. exposes the creeper. The look and feel of the entire royal embroidery design on the instruments depend on the use of silk thread. Resham embroidery, known as the area of diversification, some region of India describes its Indian culture as well as work. People who belong to different provinces have their unique way of changing as well as a different sense of fashion.

❖ **Gota Patti Work**

Fig.8 Gota patti work source https://zardozifashion.com/gota-patti-work

Gota Patti is also known as Gota Work is a type of Indian embroidery that originated in Farrukhabad and Rajasthan, India. Gota Patti is made of small pieces of cloth which are stitched with zardozi needle and thread on different types of dresses. The gota patti made from small pieces of cloth is made with scissors and a variety of patterns such as ribbons, leaves and flower petals.

2.0 REVIEW OF LITERATURE

The review of literature in research provides one with the means of getting to the frontiers in a particular field. **Borge (1964)**

Table 2.1 Review of literature content

Status of women and women empowerment	Skill Development	Handicraft sector in India	Status of zardozi in India
Babu, K. K. 2015	Chavda, & Trivedi (2015)	Saji, M. P. (2016)	Sharan, D.V. (2021)
Kumar, C. A. 2015	Bhattacharya J. (2017)	Shah, A. N. (2017)	Mittal1 K. & Singh P.
M Raman, N 2016	Dsouza, A. P. (2018)	Adhikari, A. (2018)	Jdhav, S.(2014)
Parsram, H. S. 2019	Yadav, R.M. (2020)	Shah, A. (2019)	Bhatia, RN. (2016)
Beevi, TKS F. A. 2021	Motkuri, V. (2021)	IBEF, (2021)	R,D R. 18 oct.(2018)

Table 2.2 Review related to the research

Status of women empowerment				
S. No	**Year**	**Researcher**	**Title of research**	**Major findings**
1.	2015	Babu, K. K.	An analysis on empowerment of rural women through entrepreneurship	The researcher focused on the empowerment of women through entrepreneurial activities. It was found that the role of the Government agencies in constructing a friendly atmosphere for the success of entrepreneurship is not up to the expectations of the respondents. Another thing noticed by the researcher is that inadequate political awareness exists in the study area and to make women empowerment more meaningful it should get improved further.
2.	2015	Kumar, C. A.	Women empowerment and its impact on the efficiency of women executives and organization	In the study, it is found that eradication of impediments is the prominent factor, which determines the exact women empowerment through external factors. Similarly, economic independence and portrayal, and participation of women perfectly estimate the potentiality of external factors in determining women empowerment.
3.	2016	Raman, N.M.	Panchayat and the Economic empowerment of rural women: A comparative study of Bulandshahar, Gautam Bodh Nagar and Ghaziabad district of Uttar Pradesh	It would only be fair to conclude that the provision of reservation of seats in PRIs, although laudable, has merely succeeded in inducting a few women in the political process and raising their status temporarily without evincing any desirable signs of their active participation in decision-making in the interests of women. Thus, for all practical purposes, they are analogous to a puppet swaying at the behest of its master who holds all the strings.
4.	2019	Parsram, H. S	Women empowerment and entrepreneurship of Marathwada region with special reference to hingoli district	The findings suggest that women are reasonably empowered as far as social, cultural, and psychological development is concerned and not as empowered as far as political development is concerned. Therefore, the time has come that they should be encouraged in the political arena as well. Economic development is also one of the dimensions of women empowerment but in the present study, more attention has been paid

				to other issues, as one can remark that if women are empowered in other dimensions, then they will automatically be empowered in the economic field as well. There is a need to reach out to the women who are not aware of their rights and spread the message about women's development in all areas of society.
5.	Jan. 2021	Beevi, F. A.	Women empowerment through self-employment loan schemes of state-level funding agencies	The study shows that there is no difference between all categories of beneficiaries and it is found that the respondents are socially empowered with moderate impact in almost all the cases. There are no significant differences between the categories of beneficiaries and their assumptions except for one statement. They have different perceptions in terms of earning good income from self-employment activities. The general category respondents have been seen earning less followed by SC/ST, OBC, and minorities. SC/ST beneficiaries share their ideas with others so that they can improve further and get the power to identify their strengths and weaknesses as compared to other categories through self-employment activities. It would be better to introduce more special schemes for women including self-employment loan schemes at concessional rates which will bring tremendous change in their lives as they can contribute more towards the development of family, society, and nation.
Skill Development				
1	2015	Chavda, & Trivedi,	The Effect of Age on Skill Development in Different Groups	A study on "The Effect of Age on Skill Development in Different Groups" The object of the student study was to study the effect of skill development in different groups of students of age. The study concluded that Group A (11-13 years), B (14-17 years) and C (18-20 years) are different age groups. The result shows that the B group has better skill development. Group A is better than Group A and C is better than Group B. This means that the C group is better than Groups A and B. This difference is only due to age and maturity. Age is a major influencing factor for skills development. No significant difference was found between Boys and girls, considering all age groups together. Thus, the main objective of research work has been proved that age and maturity is the only important factor for skill development.
2.	2017	Bhattacharya, J.	Impact of skill training on livelihood among rural women in West Tripura and	Women are less involved in any decision related to wealth or income and expenditure Skill training plays an important role in the improvement of various aspects of livelihood. It was found that training mainly results in an improvement in human capital, social capital,

			Dhalai district Tripura	and social status of rural women. The researcher recommended that Post training support (arranging financing, market linkage, refresher/advance training, etc.) may be provided to the trainees. More infrastructural facilities are required to be created and maintained. Entry behavior of trainees needs to be assessed and analyzed before conducting any training.
3	2018	Dsouza, A. P.	An evaluation of skill development programs and their impact on employment and self-employment, a study with reference to the state of Goa	It is seen from the study that most of the students are highly satisfied with the practical training provided by various institutes. This shows that most of the institutes are emphasizing giving advanced training to the students in their respective trade so that the students can successfully take up the job in their respective field. The institutes are taking keen interest and efforts in providing quality practical training to the students during the course to learn the required job skills in advance and give them the confidence to take up the job in their respective field. It is suggested that teachers and parents should motivate the students and create interest in the minds of the students to start their own business and not just wander around to get a job. Students should start their small startup businesses so that they can provide jobs to students, instead of relying on others to provide jobs to future entrepreneurs. The State of Goa has made a positive growth in the field of operating Skill Development Programs for the student which are helpful to the students to get job immediately. The Skill Development Programs are very much important for employment and self-employment
4.	2020	Yadav, R.M.	A Study on National Skills Development Corporation's (NSDC) Skills Development Initiative'	The research found that many of the training partners in their centers provided various combinations of teaching courses, such as laboratory activities, on-the-job training, industry experts, and more. This was done to ensure that the applied training was effective and had a good mix of theories and practical skill development to give the students first-hand experience in their chosen subjects. The data shows that the skill development initiatives of NSDC are implemented through its training centers, thereby imparting skills to the population which makes them employable.
5.	2021	Motkuri, V.	Skill Development in India (A Conceptual Framework Mapping	The present paper developed a conceptual framework to understand the skill development sector in India, recent policy and industry-academic outcomes, and its standardization framework for relational mapping of vocational-skills standards. Subsequent cursory reviews

			Educational (and Training) Outcomes and Occupation-Job-Skills Standards of Industry and Labor Market)	have examined some issues and challenges in the national system of vocational education and training, including recent skill development initiatives. It is noted that the country is facing a skill shortage in certain sectors or industries. The skill gaps of graduates in the country appear to be relevant and hence their employability levels are below the desired levels required by the industry. Further, it was observed that in the context of skill development initiatives, which allowed many players with excessive reliance on the private sector to apply these mushrooms of private training providers and evaluators for standardization of quality.
Handicraft sector in India				
1.	2016	Saji. M.P	A study on craft heritage with special reference to select handicrafts in Kerala	Saji found that One of the problems raised by local artisans in marketing their products and getting a fair return on investment is the need for cheaper alternatives to their products in the market. However, by adopting a suitable promotional strategy, the products of the cluster or state can be promoted among the potential customers by highlighting the unique features of the craft originating in the cluster. Also, the entry, participation, and active participation of young artisans are essential for the survival and sustainability of a creative industry like handicrafts. The training programs already provided have not made any visible impact on the crafts produced in the traditional clusters in the State. This is mainly due to the mismatch between the requirement of the specific cluster and the content of the training provided. An effective skill assessment should be conducted based on local production and marketing potential, and training should be provided as per the outcome of such assessment.
2.	2017	Shah, A. N.	A Study on the Sustainability of Rural Artisans in Handicraft Sector	The present study highlights various rural handicraft artisans of India. Surendra Nagar district which till date has been less concentrated so that various craftsmen, their problems and possibilities can come to the notice of all. Based on the study findings and suggestions (both researchers and experts), remedial measures can be designed and executed in a structured manner to protect the sustainability of rural artisans engaged in handicrafts and thus increase their awareness, innovation, to improve marketing efficiency. And the financial position resulted in a more structured, effective, efficient, and sustainable system.
3.	2018	Adhikari, A.	Factors Affecting the Buying	According to Adhikari A from the analysis and findings, it is clear that all the factors like

			Behavior of Tourists on Handicraft Products	culture, price, promotion, quality, status, etc. are very necessary to influence the buying behaviour of the consumers. The analysis shows the relationship between the variables, i.e., the positive relationship between price and the level of satisfaction. Therefore, handicraft businesses should focus on pricing to influence consumer behaviour.
4.	2019	Shah, A.	The transitional trend in handicraft practices & its impact on the income of artisans	The study shows the transitional trend of handicraft practices of the artisans involved in various handicrafts. It is also revealed that artisans adopting new techniques and innovations earn more than those who have not adopted such changes in handicraft practices.
5.	2021	IBEF	India's handicraft crafts: A sector gaining momentum	The handloom and handicraft industry has been the backbone of India's rural economy for decades. It is one of the largest employment producers after agriculture, providing a key means of livelihood to the country's rural and urban population. The sector functions on a self-sustaining business model, with craftsmen often growing their raw materials, and is well known for being an inventor of environment-friendly zero-waste practices. With a wide range of craftsmanship and the number of artisans in the country, India has the potential to make the sector a multi-billion-dollar industry. Handicrafts export from India, Rs. 25,706.3 crores (US$3.5 billion) in 2019-20.
Status of zardozi in India				
1.	2005	Bhatia, R.N.	A study on the present status of zardozi craft of selected places in India and its market trends	The field research revealed that just a few karigars in their cluster had a story to tell about the origins of the Zardozi craft, suggesting that the craft was viewed more as a commercial activity than a tradition. Despite the fact that the business activity was dominated by men, female entrepreneurs did exist. The entrepreneurs' average age was between 35 and 54 years old. Entrepreneurs' literacy levels ranged from minimal schooling to post-graduates. Few entrepreneurs had inherited the company, and even fewer had worked as karigars before becoming business owners. Although uncontrolled, the Zardozi craft sector had a clear demand and supply perspective, which was determined to be associated with mediator elements such as entrepreneurial quality, worker productivity, local and export marketplaces, quality of products, and trade conditions. Lack of funds, getting matching threads and accessories, and locating a suitable karigar was one of the difficulties which the traders experienced.

2.	2018	R, D. R,	Zardozi Embroidery	Rashmi R.D. said that "Zardozi is a very ancient craft and one of the oldest forms of hand embroidery. Today, zardozi is part of high fashion; you see this form of embroidery in European fashion shows. It's exported to many places, Zardozi has also found its way into accessories like bangles, headpieces, even shoes. There are also zardozi cushion covers and draperies. Agra, Jaipur, Lucknow, Delhi, Benares, and Bareilly are the hubs for original handmade zardozi. When asked which place, he considers is the best, Mohammad says "They are all good! I would say each place has its style and use of techniques. In Bareilly the work is clean and basic, in Delhi and Jaipur, the zardozi work tends to be grander and heavier. In Agra, different techniques are used)."
3.	2021	Mittal1, K. & Singh, P.	Problems of Life and Livelihood of Zari- zardozi workers in Western Uttar-Pradesh	Most of the workers from backward classes and their low educational qualification reduce their social status at the same time, more than 60 percent of the families live on less than Rs. The level of income and expenditure of 10,000 per month shows their low economic condition. Due to low income, they are forced to live in undeveloped areas with unhygienic environments. It is found that time consumed, age, gender, and scale of production are the major factors that affect the Zari-zardozi labourer's wages. Zari-zardozi is a manual art so primary education couldn't play any major role to improve their livelihood but metric and secondary education [Bairagy 5] make them able to calculate wage bills, do paper formality, documentation, and financial transactions. These abilities become helpful for earning better wages with fewer labour hours. But graduation and above education holders have better other employment opportunities, so they devote less time to this craft. If we want to preserve this craft and maintain its international presence, it must be required to run rural centred skill and development programs for designing, embroidery, and marketing

3.0 AN OVERVIEW OF PROPOSED RESEARCH

3.1 Need of the study

The National Policy on Skill Development, (2015) highlights that there is a need to improve the participation of women in the labour force to improve the productivity of the economy. The economic growth and development of any country are determined by human, physical, and financial resources.

Sanghi & Sarija, (2015) stated in their research that skill development has a negative relationship with poverty. This means that poverty can be reduced by a skilled workforce. Skilled women can start their enterprise on a small scale and run it on a large scale. It is a well-known fact that women's entrepreneurship is associated with women's empowerment as well as increasing the quality of life and confidence level of women in developing countries. The present study proposes to enrichment in Zardozi skills of selected women by setting up a skill-based training program in the target area. (UP SDM, 2015). Change is a very important part of a creature's life. No one likes to use the same thing for a long time. They want to change regularly. It can support zardozi craft to help and enrich the skills of women. Women can benefit from their skills. Advanced skills help them generate income.

3.2 Statement of the problem

Zardozi is one such craft that is ubiquitous among ethnic groups in urban and rural areas in India. The traditional craft of Zardozi today takes on different perspectives and forms. Curiosity about this craft prompted the explorers to conduct current studies, documenting the methods, materials, designs, and techniques used today. Efforts have also been made to understand the cultural and socio-economic background of the community of producers, their terms of trade, and their felt needs. Researchers will take this priceless craft of Zardozi embroidery and enrich it with more innovations to reach out to the masses and thereby create employment for women.

3.3 Emergence of problem

Sunitha, (2017) said that women are primarily seen as wives, mothers, and housewives rather than workers, this has kept them away from playing important roles in the public sector in almost every part of the world. The vast amount of work they do in caring for the home and family is unpaid, unknown, and unrecognized. Not only that, but the vast amount of income-generating work that they do in and around the home goes unnoticed and is not counted in the national income figures. When they move out of their homes in search of work in public places, they are discriminated against, exploited, and vulnerable to harassment and violence. In some societies, from birth to death, women are treated unfairly as compared to their male counterparts. To overcome the problem of unemployment and to carry out the same family responsibilities as men, women need employment. Handwork can be done by women comfortably at home and Zardozi is one such work that woman can do at home too. That's why

the researchers want to train women in zardozi skills. So that they can start self-employment with the help of Zardozi training and skill enhancement, which will increase their economic status and benefit their family. This study is planned in an urban or semi-urban area (Agra). Thus, the topic for the present emerged as **'Enrichment in Zardozi craft to generate employment for women"** Indian government has conducted many programs from time to time for improvement of the livelihood of the people. These programs improve their livelihood.

3.4 Objectives of the study are

1. To identify women who want to earn a livelihood through Zardozi work in Agra.
2. To explore the demand for zardozi products.
3. To identify and analyse the various techniques for the enrichment of Zardozi products based on market demand.
4. To impart training for the enrichment skills/techniques among the selected respondents.
5. To assess the acceptability and marketability of the developed zardozi products.
6. To provide training for managerial skills, marketing skills and effective communication skills to the respondents.
7. To generate awareness about various schemes and policies offered by the government and help women to find a market outlet.
8. To analyse the employment generated due to enrichment skills.

3.5 Operational definition

- **Skill Enrichment -** Enrichment is the act of enriching someone or something or the state of being enriched. person's positive skill development. Through skill training, a person can improve their overall performance in any identified area. (Collins's dictionary)
- **Handicraft-** It is a type of work where useful and decorative devices are made by hands or by using simple tools. (Singh & Fatima, 2015)
- **Training-According** to Ganesh & Devi I, (2015) training has specific goals of improving one's knowledge, skills, and their capacity, capability, performance, and productivity.

- **Zardozi--** According to Prof. Bibhudutta, B. and Manasa, K. H. Zardozi is a style of embroidery, which has been in India since the time of Ramayana, Mahabharata. The Actual original process of Zardozi is known as 'Kalabatun'.

3.6 Variables

3.6.1. Independent variables:

I. Skills of women

II. Interest of women

3.6.2 Dependent variables:

I. Economic status

II. Utilization of products made by women

3.7 Methodology

The methodology to be adopted for the present study would be carried in six parts.

1. Locale of the study
2. Sampling Procedure
3. Tools preparation
4. Data collection
5. Phases of the study
6. Statistical analysis

3.7.1. Locale of the study

Agra is one of the Zardozi centers as per most of the studies in Uttar Pradesh. Hence the city of Agra will be selected purposively as the study area.

3.7.2 Sampling Procedure

The sampling procedure will be done based on these criteria

- Selection of sample –
- Criteria and size of the sample

3.7.2.1 Selection of sample –

Sample selection is a basic requirement for undertaking any research work. For sample selection, the researcher will use personal contacts and collect a list of women who have artisan cards of zardozi from

the Ministry of Textiles located near Sanjay Place in the Agra district. For the present study, preference will be given to the skills related to Zardozi and embroidery. Women who have certain skills related to zardozi and want to earn livelihood will be used as a sample. The voluntary participation of women will be encouraged in the target area. So that they can increase their livelihood and social status.

3.7.2.2 Criteria of sample selection

- The criteria for identification of women to be selected for the present study are mentioned below–
- The present study will include 100 women.
- The women who belong to the 18 to 50 age group will be selected for the study.
- Women willing to work and enrich their skills will be selected.

3.7.3 Tools preparation

A self-prepared interview schedule will be used for obtaining the required data. The tools of data collection are given below.

Tabl.3.1: tools used for data collection

Tool. N.	Schedule	Nature of information	Technique
1.	**Identification of women**	Demographic status, Time availability Interest and willingness	Self-prepared Interview Schedule
2.	**Skills related information**	Knowledge of skill, Experience in the respective skill	Self-prepared Interview Schedule
3.	**Material identification**	Zardozi pattern, Availability & accessibility of zardozi material and resources etc.	Self-prepared Interview Schedule and survey
4.	**Managerial skills**	Planning skills, Decision-making skills Marketing skills, Communication skills	Self-prepared Interview Schedule
5.	**Assessment of market demand**	Present marketing of zardozi products. Acceptability of zardozi products made by women.	Self-prepared Survey

3.7.4 Data collection

The data will be collected through primary and secondary sources. The primary data will be collected through a self-design questionnaire for the target groups. Apart from this, further information will also be obtained through personal discussions and interviews with the other members involved in that area's development activities. Secondary data will be obtained from various sources like books, periodicals, newspapers, publications of Govt. As well as from the Internet.

3.7.5 Procedure of the study

The present study will be based on three phases.

The methodology to be adopted for the present study would be carried out in three phases.

- **Phase I –** Pre-intervention phase
- **Phase II-** Intervention phase
- **Phase III -** Post-intervention phase

3.7.5.1 Phase I: Pre-intervention phase

- The purpose of the pre-intervention phase is to locate and identify women for the study.
- Building relationships, developing a deeper understanding of women's culture, and gathering basic information will be the main goals of this phase.
- The first step would be to identify those women who are willing to improve their skills to earn a better living and work for themselves. This will be done by collecting information from women for these selected parameters.

Stage 1: Identification of women

- With the help of the Ministry of Textiles and personal contacts, the researcher will prepare a list of names of all women artisans.
- Initially, the researcher will interact informally with women and inform them about the researcher and the purpose of the research.
- To accomplish the proposed research objective, a researcher will obtain information from women and conduct a survey to select the sample for the present study.

Stage 2: Status assessment of sample

- At this stage, the status of skill assessment of women will be checked to see how much work they know, their basic skills, how much they earn, how much they spend, etc.
- The first tool will be used to learn about the demographic status of women.

Stage 3: Identification of techniques

- After examining the skill status of women, various techniques will be explored to enrich their skills and promote them for self-employment.
- Techniques will be identified through market surveys and the latest designs available on the internet so that women can earn extra money and a better livelihood by making products.

Stage 4: Selection of item and identify the market

- For production purposes, some Zardozi products will be selected.
- The product will be selected according to skill, local and regional markets located around the explored selected area.
- The market demand will be assessed by survey technique (fifth tool).
- After conducting the survey, the products for production will be selected based on market demand so that women can connect with the outlets and get an opportunity to provide the products as per the market demand.

Stage 5: Availability of resources

- It is necessary to have sufficient resources to complete any task and meet the market demand for the product.
- In the present study, available resources related to selected items in the area will be identified. The third tool will be used to identify resources.

3.7.5.2 INTERVENTION PHASE

- In this phase, various efforts will be made to provide training for the enrichment skills/techniques and encourage women to be self-employed.
- The inputs would include skill up-gradation, product planning, mass production, and marketing of the items that would be desired to achieve the objectives of the present study.

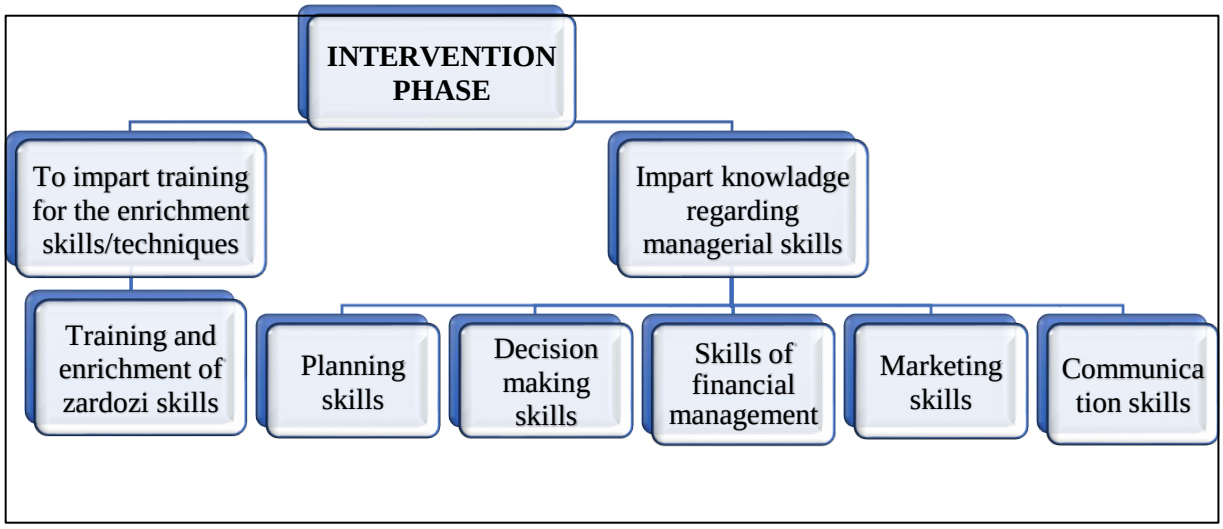

Fig.3.1 Overview of intervention phase

3.7.5.2.1 To impart training for the enrichment skills/techniques

Step 1. Training for enrichment of zardozi skills/techniques -

- ❖ After collecting the material, a group of selected women will be prepared.
- ❖ A demonstration technique will be used to train the women so that they can make new zardozi products and enrich their skills.
- ❖ This training will not only help them to enrich their skills but will also help them to utilize the skills properly to earn better livelihood.

Step 2. Assessment of product demand and acceptability

- ❖ A third tool will be used to check the acceptability of the product after receiving a small quantity of the product made by the women.
- ❖ After the product's market acceptance, production will start through women.

3.7.5.2.2 Impart knowledge regarding managerial skills

- o Managerial skills will be imparted to the trainees from the beginning.
- o During the training, they will be made aware of their duties and responsibilities.
- o The observation techniques and analysis will help the researcher to prepare women groups.
- o The target group needs to know managerial skills for any effective manufacturing group or organization.

1. **Marketing skills**

- o A group of women would be identified and trained for marketing.
- o Training will cover marketing strategies, market dynamics, and market competition.
- o If needed, some male members will also be involved in this training.
- o Social media and personal contacts will be used for the advertisement of the product.
- o The researcher will try to connect the group with government and non-government organizations so that women can find resources and markets to sell their products.

2. Communication skills

- o Communication skills are the ability to convey information to others effectively and efficiently.
- o In the intervention phase of this study, interaction meetings will be held with each woman in the group to learn communication skills.

- Efforts will be made to encourage women to speak in front of others and to remove their hesitation by talking to them.
- During training researchers will organize meetings on social issues, which will help them to bring out their personal and social problems thereby improving their communication skills.
- With the help of experts, women will be told about schemes related to skill and employment.
- Along with this, efforts will be made to link women with available schemes, policies and outlets.

3.7.5.3. Post Intervention phase

After providing training and information related to schemes and policies during the intervention phase, it will be analysed in this phase how much employment has been generated.

3.8. Statistical Analysis

Collected data will be compiled tabulated and presented into a simple to the complex table. Percentage, mean, median, standard deviation correlation co-efficient, and test significance will be used for drawing a valid conclusion.

- **Percentage:** A percentage is a number or ratio expressed as a fraction of 100. It is denoted by using the percent sign, "%". The frequency of a particular cell will be multiplied by 100 and divided by the total number of respondents in that particular category to which they belong. $P = n \times 100\ N$ P= Percentage, n= Obtained score, N= Total or maximum score Uses: To study the distribution of the sample.
- **Arithmetic means:** In general language arithmetic mean is the same as the average of data. It is the sum of the score divided by the total number of respondents. A.M= $\sum \boldsymbol{X}\ \boldsymbol{n}$ A.M. = Arithmetic mean, Σ X= Sum of scores, n= number of respondent Use: To assess the responses of various factors of the present study.
- **Standard deviation:** It measures the spread of the data about the mean value. It is useful in comparing sets of data that may have the same mean but a different range. It is usually denoted by the letter σ (small sigma) of the Greek alphabet and is a measure of dispersion. S.D. =$\sqrt{\sum(\boldsymbol{x}-\boldsymbol{\mu})\mathbf{2}\ \boldsymbol{n}}$ S.D. = Standard Deviation, ∑= sum of, x= value in the data set, μ= mean of data set, N= total number of observations Use: To use in computing different statistical quantities.

3.7 Delimitation of the study

- The study will be conducted in Agra only.
- The present study will be limited to the age group of 18 to 50 years.
- The study will be conducted on imparting training and enrichment of zardozi skills/techniques only.

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